formatting instructions, displaying the at least one merchant remote server response and the visual data received from the remote server through the display screen of the mobile station device, channeling the audio data received from the remote server through at least one mobile station device speaker;

having selected at least one merchant then capture a label, selecting a merchant from a list of merchants offered by the software program;

capturing a label utilizing the label capturing means of the mobile station device;

the software program validating and identifying the captured label;

entering user information and preferences in response to the software program requests;

the software program generating a stream of data, the stream of data containing the identity of the mobile station device, the validated and identified captured label, and the user information and preferences;

communicating the stream of data between the mobile station device and a remote server via a communications network;

the remote serve authenticating the stream of data, identifying the mobile station device, processing the user information and preferences, placing an inquiry with the selected merchant remote server, sending the mobile station device formatting instructions for its display screen, sending the mobile station device the selected merchant remote server response, sending the mobile station device audio and visual data related to the inquiry;

the software program formatting the display screen of the mobile station device according to the remote server's formatting instructions, displaying the selected merchant remote server response and the visual data received from the remote server through the display screen of the mobile station device, channeling the audio data received from the remote server through at least one mobile station device speaker.

9. The method of claim 8 wherein the label capturing means is at least one selected from a group consisting of a video camera, a laser scanner, an infrared receiver, and a radio frequency receivers.

10. The method of claim 8 wherein the communicating the stream of data takes place through at least one communication channel selected from a group consisting of control, voice, and data channels, of a cellular communications network.

11. The method of claim 8 wherein the label is a one selected from a group consisting of a bar code label, a proprietary bar code label, and a radio frequency label.

12. The method of claim 8 wherein the mobile station device is one selected from a group consisting of a cellular phone, a personal display assistant, an electronics organizer, and internet appliance, a wristwatch, and a combination of two or more of this group.

13. The method of claim 8 wherein the communications network is one selected from a group consisting of a cellular

communications network, a satellite communications network, a radio frequency communications network in a plurality of spectra, an infrared communications network, a wireless network, and a mobile station to mobile station communications network.

14. A method to induce a purchase comprising:

utilizing a remote server with data storage, data processing, and communications capabilities;

connecting the remote server to a communications network and retrieving, from at least one third party server, promotional information;

the remote server determining a triggering event whereby the promotional information may be used;

upon happening of the triggering event, the remote server generating a data stream containing the promotional information and audiovisual formatting instructions for a predetermined mobile station device;

the predetermined mobile station device having data storage, and data processing, communications capabilities, running a software program;

the remote server establishing a communications channel with the predetermined mobile station device;

the remote server communicating the data stream to the predetermined mobile station device;

utilizing the software program, resident in the predetermined mobile station device to communicate with the remote server and to process the data stream;

the software program formatting the predetermined mobile station device display screen and speaker according to the remote server's audiovisual formatting instructions;

the software program channeling the audiovisual promotional information to the formatted display screen and speaker of the predetermined mobile station device;

the software program requesting a user of the predetermined mobile station device an input in response to the audiovisual promotional information;

the software program processing and communicating the user's input to the remote server;

the remote server fulfilling the user's input with the at least one third party server.

15. The method of claim 14 wherein the communications channel established is at least one selected from a group consisting of control channel, voice channel, data channel, infrared channel, WiFi channel, and Bluetooth channel of a cellular communications network.

16. The method of claim 14 wherein the triggering event is the proximity of the predetermined mobile station device to a merchant's place of business.

17. The method of claim 14 wherein the user's input includes a request for comparative information, previously obtained discount promotions.

18. The method of claim 14 wherein the formatted display screen is partitioned into at least one window.

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